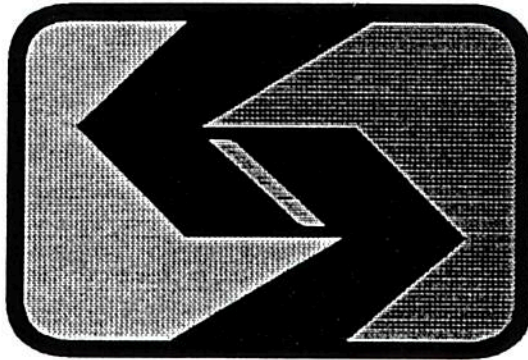


12-27-93

JR 5322-01

**SEPTA's
SUBURBAN MOBILITY
INITIATIVES**



**Southeastern Pennsylvania
Transportation Authority
1994**

Suburban Mobility Initiatives

PURPOSE

- Explain New Emphasis on Suburban Markets and Why
 - Regional Decentralization of Population/
Employment/Development
 - Rapid Growth of Trips/Vehicles/Miles of Travel
 - Support for Economic Development/
Labor Market Access
- Response to Federal Legislation
 - Clean Air Act Amendments (1990)
 - ISTEA (1991)
 - National Energy Policy Act (1992)

Suburban Mobility Initiatives

NEW FEDERAL LAWS

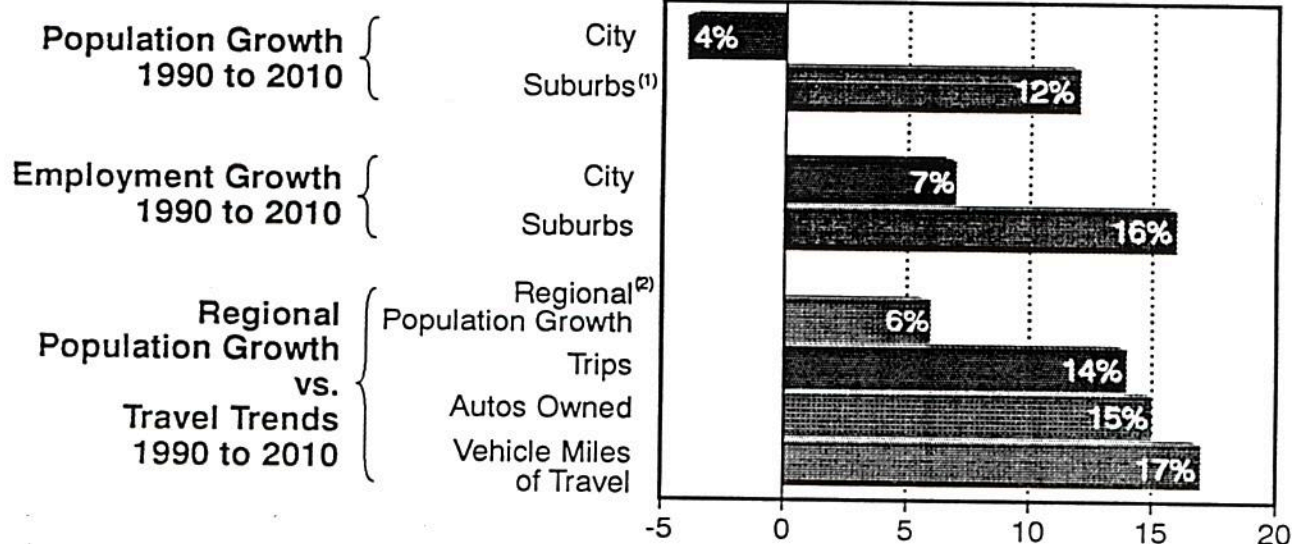
- **Clean Air Act Amendments**
 - **Employer Trip Reduction Program**
 - **Transportation Control Measures**
 - **Emissions Budget Targets**
- **ISTEA**
 - **Intermodalism Emphasis (Four C's) and Land Use Linkage**
 - **CMAQ Program/Transportation Enhancements**
 - **Flexing Funds to Transit/Travel Demand Reduction Encouraged**
 - **Limits on Highway Capacity Expansion (Congestion Management System)**
- **National Energy Act**
 - **\$60/Month Tax Free Benefit to Employees for Transit Use**
 - **\$155/Month Cap on Tax Free, Employer Provided Parking**

1-4-94

SO 5322-17

Suburban Mobility Initiatives

DEMOGRAPHIC VS. TRAVEL FORECASTS



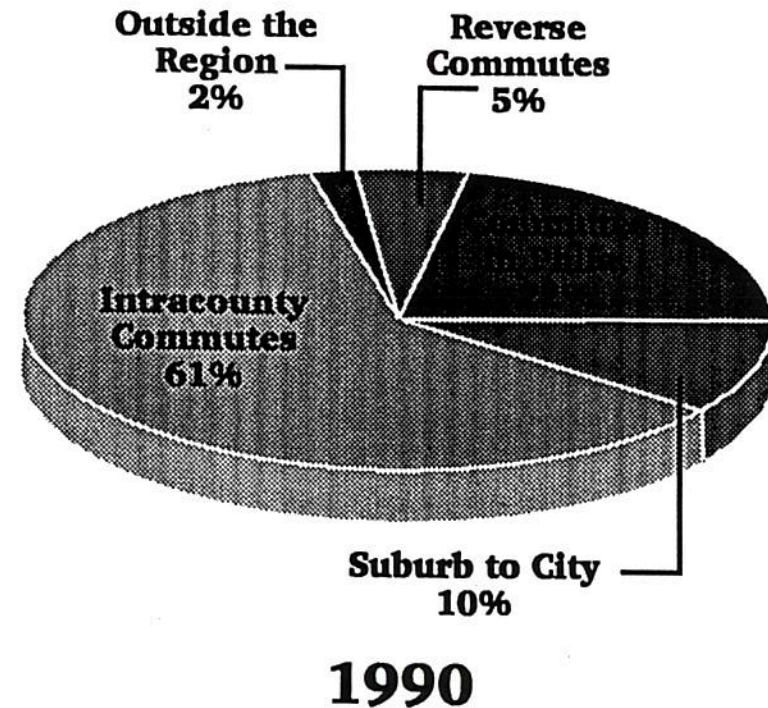
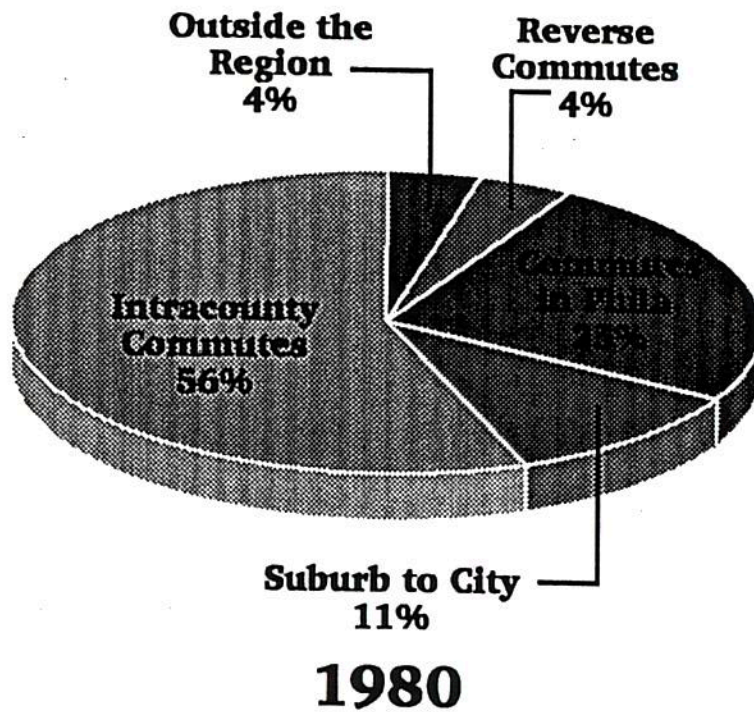
Source: Delaware Valley Regional Planning Commission, 1993
SEPTA, 1994

Notes: (1) Bucks, Chester, Delaware, Montgomery Counties
(2) Suburbs and Philadelphia

01/10/94

Suburban Mobility Initiative

Commuting Patterns in the Region



Suburban Mobility Initiatives

**SEPTA NEEDS
DUAL MARKETING STRATEGY**

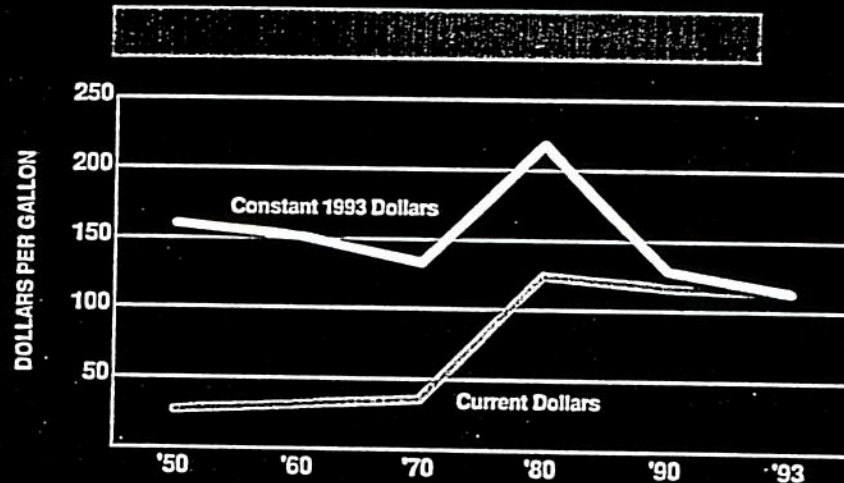
- **Preserve/Strengthen Traditional Markets**
 - To City
 - Within City
- **Develop New Markets in Suburban Counties**
 - Suburb to Suburb/Within County
 - Reverse Commute (City to Suburb)
- **Strategy Responds to:**
 - Regional Growth and Change
 - Travel vs. Demographic Trends



Philadelphia Inquirer, Tony Auth

This cartoon captures our resistance to behavioral change.

Gasoline Prices at Historic Low

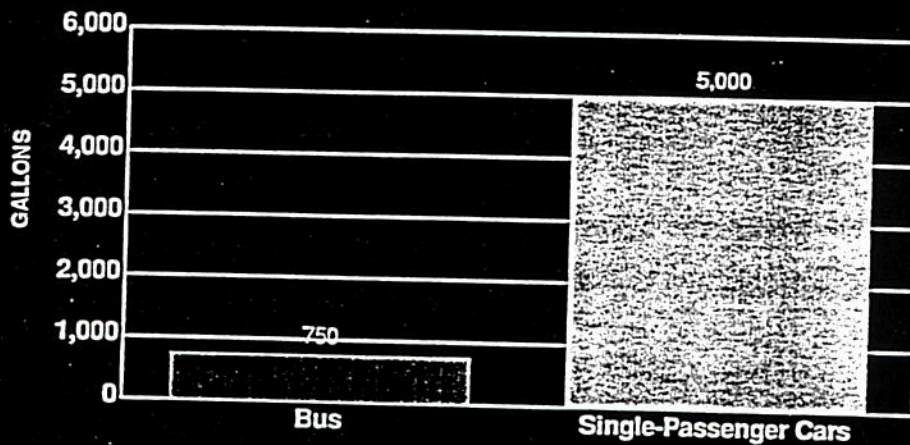


SOURCE: DEPARTMENT OF COMMERCE, DEPARTMENT OF ENERGY AVERAGE ANNUAL PRICE PER GALLON, LEADED REGULAR THROUGH 1975, UNLEADED REGULAR THEREAFTER, 1993 DATA FOR MAY.

Gas prices, adjusted for inflation, are at the lowest point in the history of the automobile. Today, gas prices (adjusted for inflation) are actually below what they were 40 years ago. Artificially low gas prices have bolstered auto use in the U.S.

Fuel Consumed by 40 Commuters

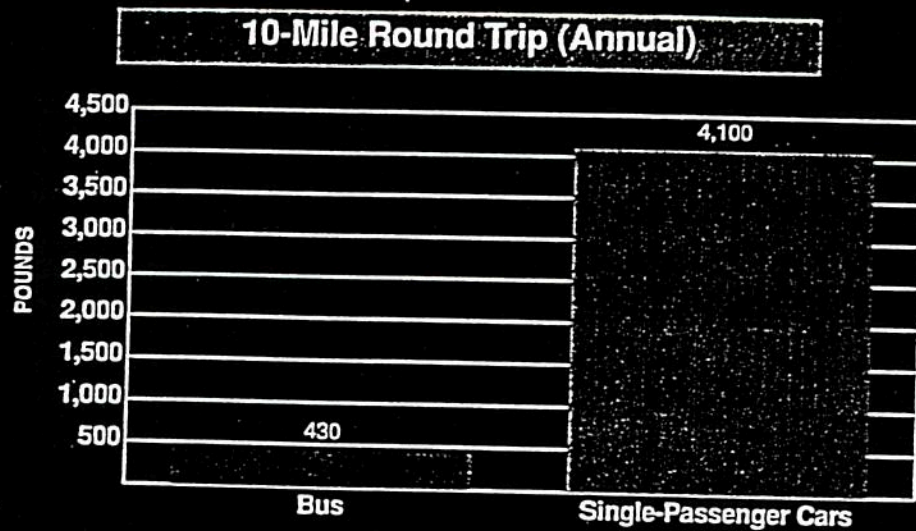
10-Mile Round Trip (Annual)



SOURCE: AMERICAN PUBLIC TRANSIT ASSOCIATION.

This chart shows the fuel efficiency of transit use. Annually, commuters who ride a bus in lieu of driving their cars, consume only 750 gallons of gasoline versus the 5,000 gallons of gas they would have used if they had driven to work.

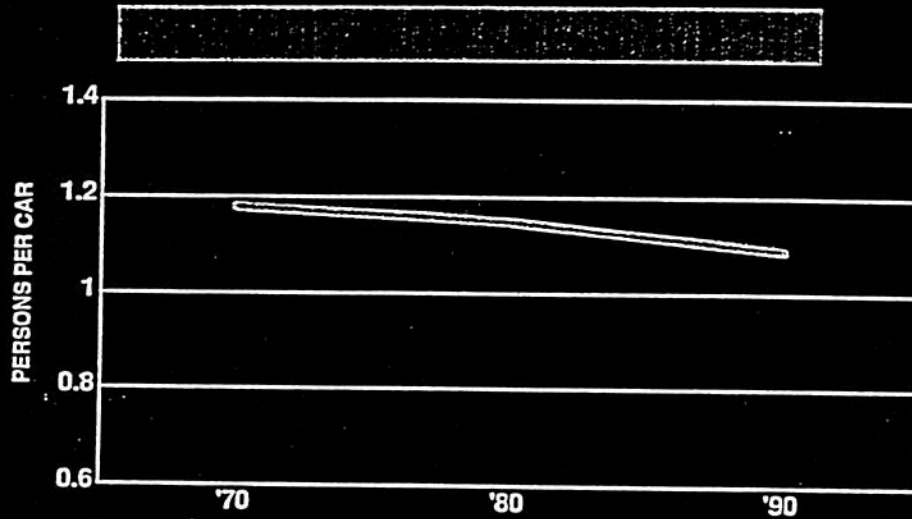
Pollution Produced by 40 Commuters



SOURCE: AMERICAN PUBLIC TRANSIT ASSOCIATION.

Similar to the previous chart, this graph shows the environmental benefits of transit use. For every forty people who choose to drive alone rather than use transit--driving produces ten times the amount of pollution as the transit alternative.

Average Commuter Vehicle Occupancy



SOURCE: BUREAU OF THE CENSUS.

One would think that in light of the trends such as the oil shocks of the 1970s and our preoccupation with energy conservation, that we would try to improve the efficiency of auto travel. However, we are seeing just the opposite--during the period from 1970-1990, average vehicle occupancy for journey-to-work trips declined from 1.2 persons per car to 1.1 persons per car. The notion of "one person-one car" is nearly a reality. Our national policies have encouraged the use of the single-occupant automobile.

Suburban Mobility Initiatives

CONTEXT FOR CHANGE
SEPTA's Plans, Programs and Services

- 2010 Vision of the Future
- 10-Year Action Plan
- 12-Year Capital Program
- Current Service Initiatives
- Future Service Initiatives

Suburban Mobility Initiatives

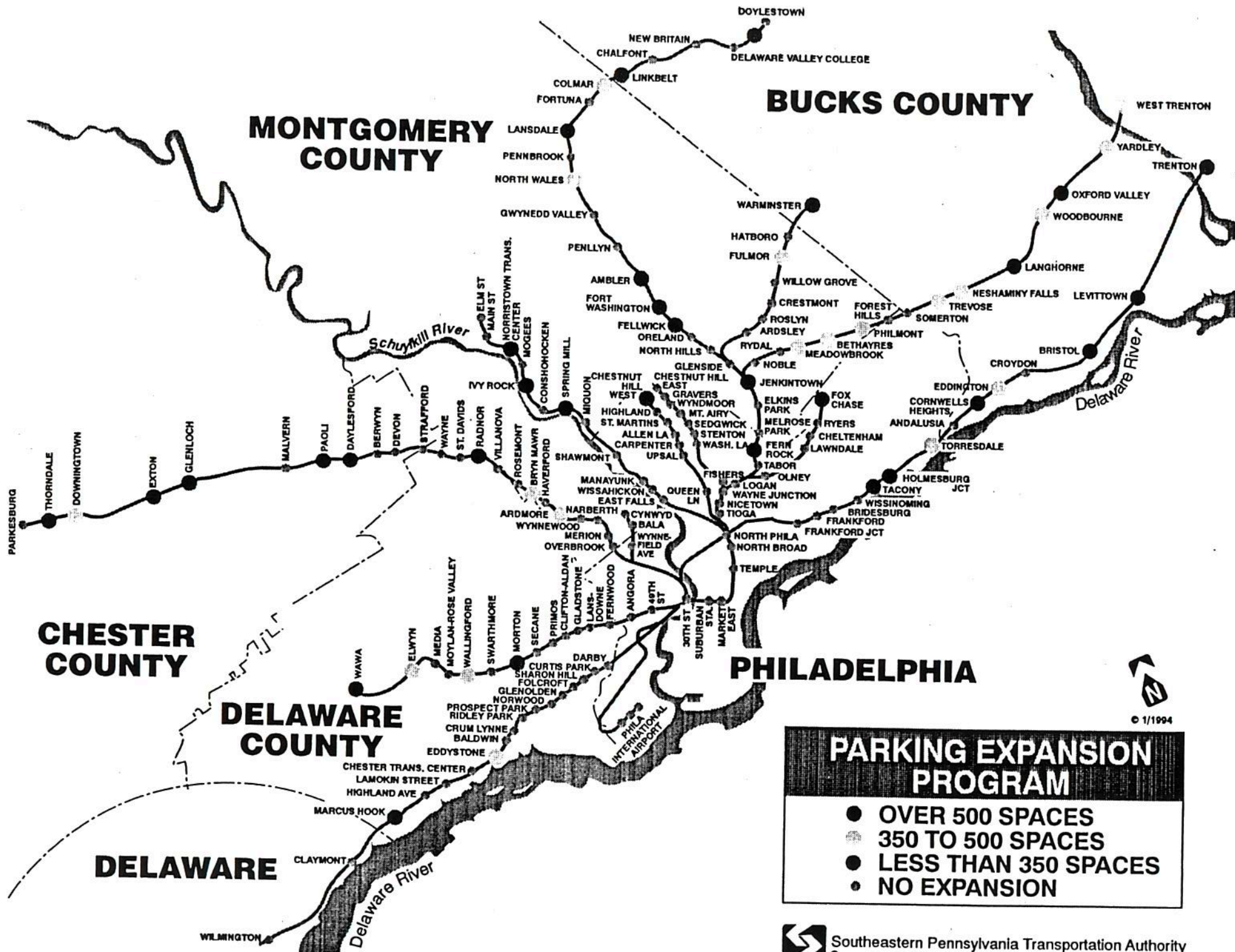
12-YEAR CAPITAL PROGRAM

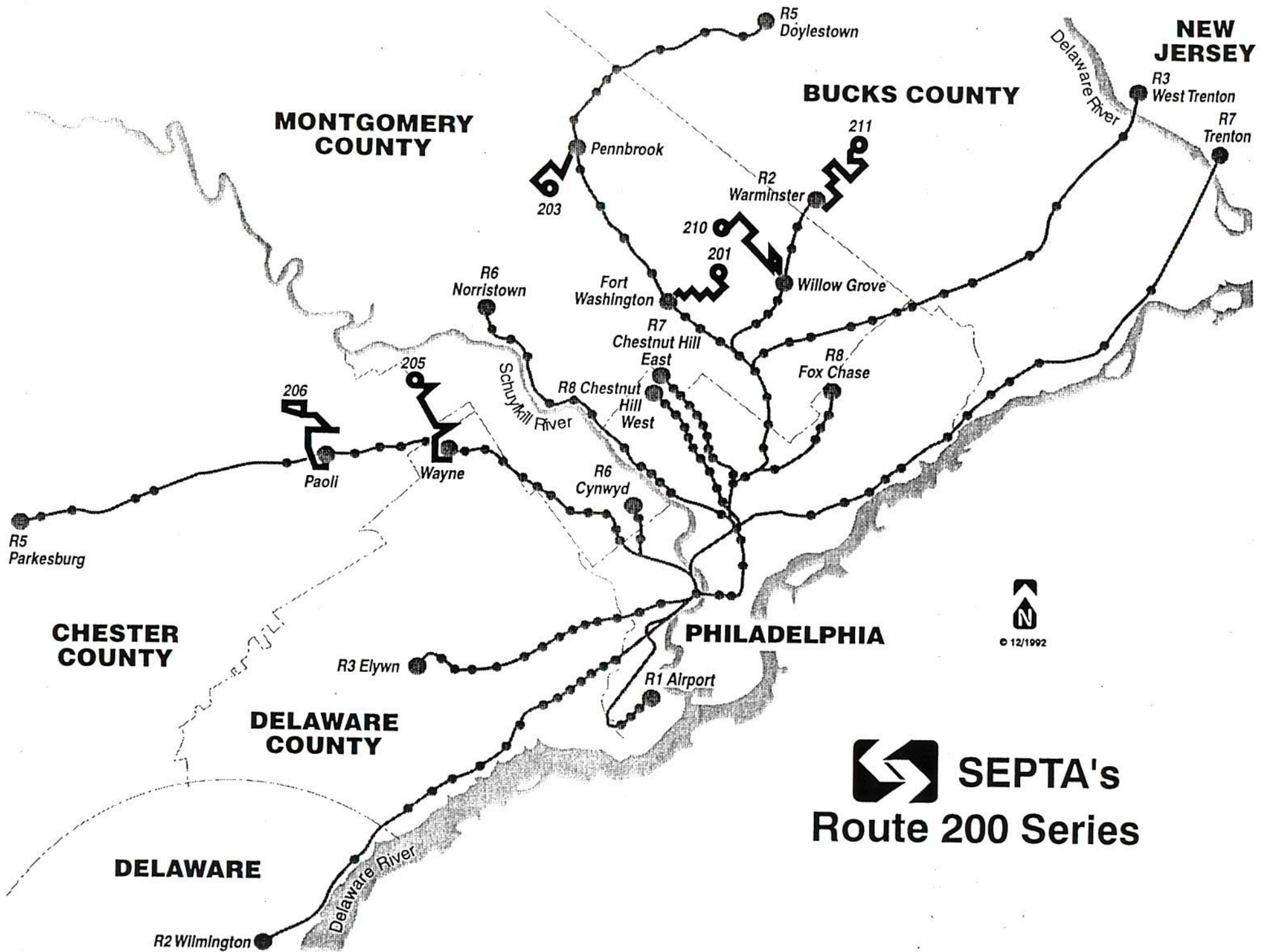
- **\$4.5 Billion Capital Program/\$243 Million Capital Budget**
- **Priority - Rebuild/Restore Existing System (90%)**
- **New Initiatives (10%)**
 - **Cross County Metro**
 - **Transportation Centers**
 - **Parking Expansion**
 - **Rail Extensions/Restorations**

Suburban Mobility Initiatives

PARKING DEVELOPMENT PROGRAM

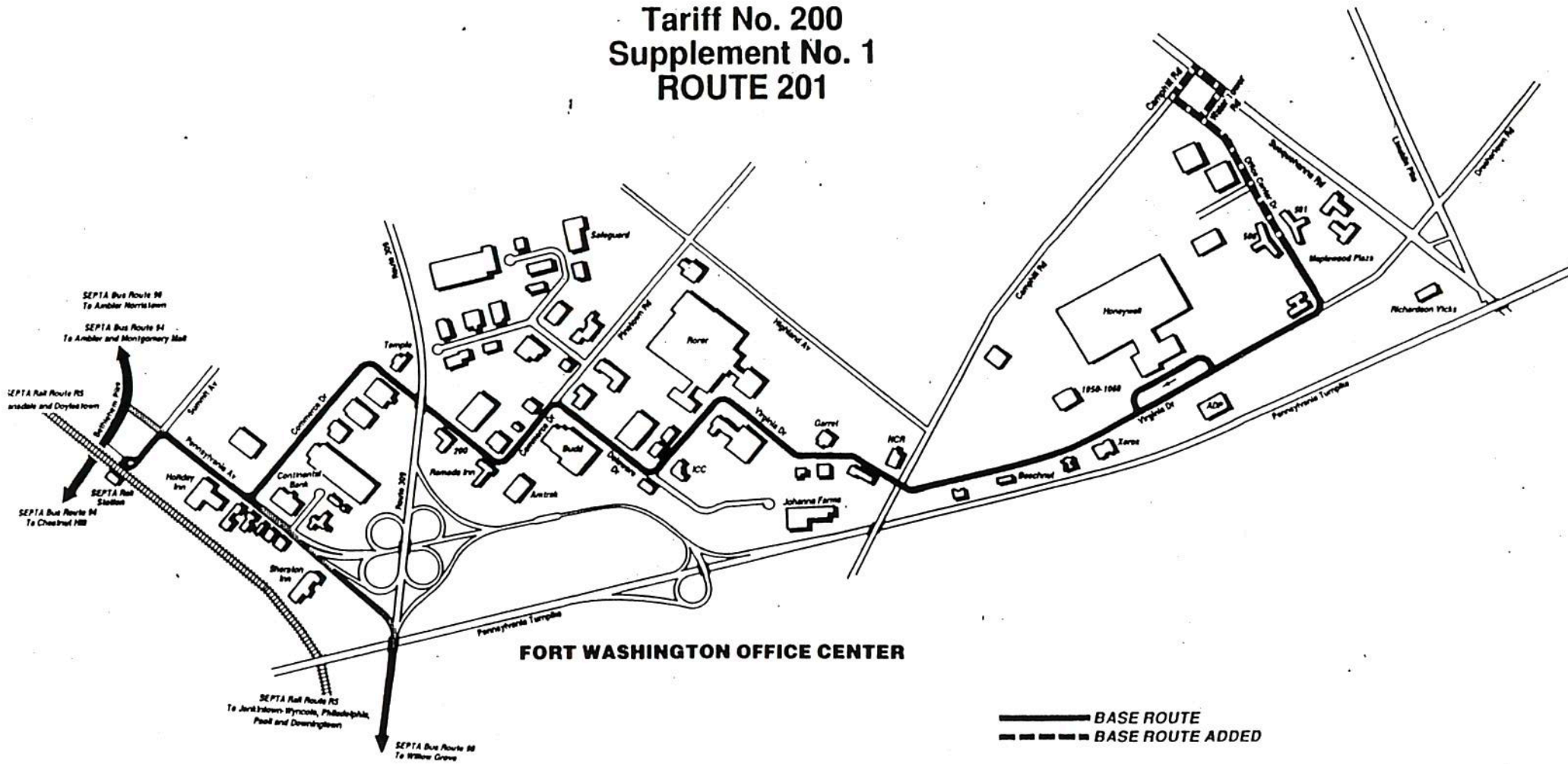
- Goal - More than Double Regional Rail System Parking by 2010
- Current Spaces - 14,700
- Proposed Spaces - 35,000
- Work Proactively with City/County Planners and Local Government Officials
- Coordinate with PennDOT's Regional Highway Improvement Projects (I-95/US202/I-476/PA309)





 **SEPTA's**
Route 200 Series

Tariff No. 200 Supplement No. 1 ROUTE 201



Suburban Mobility Initiatives

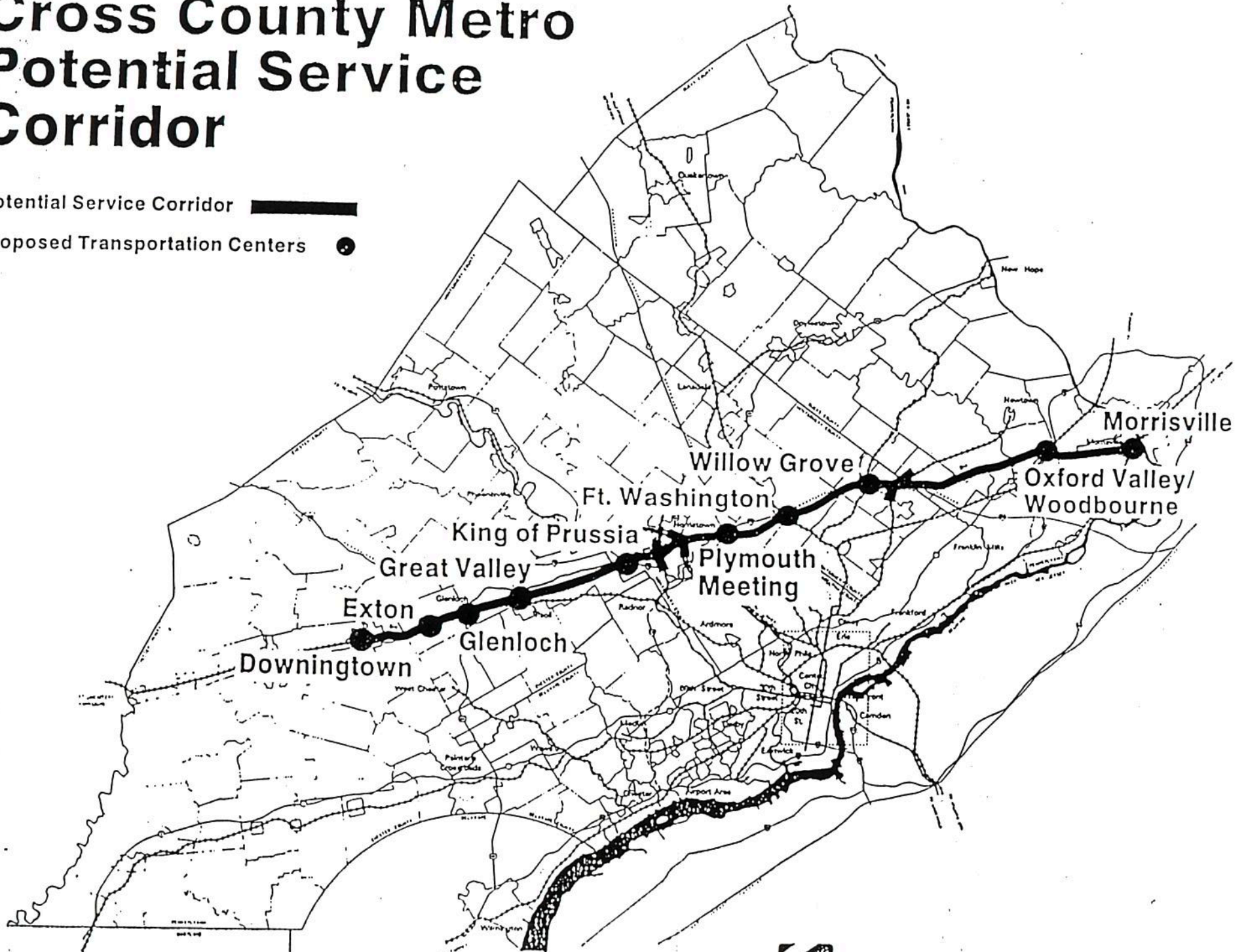
CROSS COUNTY METRO

- **Creates Inter-Suburban Transit Service Corridor**
- **Reinforces Suburban Job Centers/
Compact Development Pattern**
- **Develops New Transportation Centers**
- **Expands Labor Market Access/Mobility Choices**
- **Enhances Interconnectivity of SEPTA System**
- **Supports Transportation/Land Use Linkages**
- **Supports Intermodalism Concept**

Cross County Metro Potential Service Corridor

Potential Service Corridor 

Proposed Transportation Centers 



Suburban Mobility Initiatives

EXPANDED TRANSITCHEK PROGRAM

- Transit Use Incentive Program
- Administered by DVRPC
- SEPTA/Other Transit Agencies Participate
- 100+ Companies Involved to Date

Suburban Mobility Initiatives

FUTURE INITIATIVES

- **Continue Proactive Approach**
- **Continue to Work with:**
 - **Transportation Management Associations**
 - **Companies, Schools, Chambers of Commerce**
 - **Government, Planning Agencies**
- **Expand TransitChek Program**
- **Pursue CMAQ Projects**
- **Implement Capital Program**

Ozone Action Plans: Systemwide fare reductions

A flat 10% reduction in fares is unlikely to measurably impact SEPTA ridership for several reasons:

- Reduction of base transit fare by \$.15 to \$1.45 is still far above the token rate of \$1.15; likewise for railroad fares.
- Almost 85% of current SEPTA riders use discounted fares and these fares are widely known.
- Size of reduction too small to influence behavior.
- Impossible to discount tokens, passes for a single day

One alternative strategy is to waive transfer fees on Ozone action days:

- Over half of current and potential transit riders must transfer to reach final destination
- Directly addresses issue of more cumbersome commute
- Attractive discount of up to one-third
- Easily turned off and on
- Valued at approximately \$35,000+ each day
- Railroad passengers who need to transfer could be offered same

Another strategy is to allow a companion of a SEPTA TransPass or TrailPass holder to ride free in the morning, with a regular fare applying on the return trip. SEPTA ran a free companion promotion on weekends a few years ago and experienced an increase of approximately 16,000 passengers each weekend. Valued according to usage but most likely less than \$25,000 each day.

TransitChecks could be distributed on a participating employer basis, using lowest value \$15.00 Checks. Checks could be used to pre-purchase undated tokens or rail tickets, to be used on Ozone actions days. A \$15.00 check would provide up to six transit round trips or two rail round trips (based on typical fares). In this scenario an employee would be expected to co-pay for travel on the remainder of ozone action days in a season.

